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**Date** November 9, 2004

**To** Attn: Ms. Beatriz Prieto, Art Unit: 2142

**From** Bradley Ganz, Reg. No. 34,170, Ganz Law P.C.

**Re** **Response to Office Action** for the following application:

- Application serial number: 09/648,429
- Attorney docket number: MEM-2.001
- Filing date: August 25, 2000
- First named inventor: Jordan J. Louviere
- Title: ON-LINE EXPERIMENTATION

**Tel** 703-305-0750

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**Pages** 24 + cover sheet

**This fax transmits the following documents:**

- Amendment and Response to Office Action Dated August 10, 2004 18 pages
- Attachment – In re Brouillet, Jr., 2004 WL 1339914  
(Bd. Pat. App & Interf., April 12, 2001) 5 pages
- Transmittal 1 page

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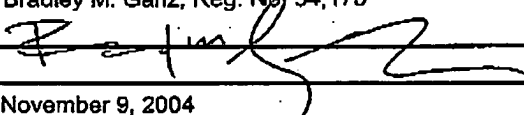
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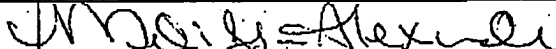
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<b>TRANSMITTAL FORM</b> (to be used for all correspondence after initial filing)	Application Number	09/648,429	
	Filing Date	August 25, 2000	
	First Named Inventor	Jordan J. Louviere	
	Art Unit	2142	
	Examiner Name	Ms. Beatriz Prieto	
Total Number of Pages in This Submission	24	Attorney Docket Number	MEM-2.001

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<input type="checkbox"/> Fee Transmittal Form	<input type="checkbox"/> Drawing(s)	<input type="checkbox"/> After Allowance communication to Technology Center (TC)
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SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	Bradley M. Ganz, Reg. No. 34,170
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